



Course Title: MANAGING CUSTOMER RELATIONSHIPS

Course Level:UG

Course Code: MKTG201

Credit Units: Three

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Understanding Customer Relationship Management has become a marketing “mantra” of businesses over the past one decade. Consumers are hooked to their choices for all 365 days in a year. There is a huge need to en cash these consumes insights. Henceforth, adoption and implementation of CRM systems truly depicts a transition of the organizations from product-centric to a more customer-centric approach. The objective of businesses is no longer to just acquire customers and battle competition in making customers switch, but the objective is one of acquisition followed by development and retention, especially of those customers a business deems “best”.

Pre-requisites: Students should have the understanding of fundamental concept of marketing.

Student Learning Outcomes: At the end of the course students will be able to:

- To define and explain the principles of CRM.
- To analyze and illustrate the impact of relationship marketing and CRM strategies .
- To appraise the nuances of m-CRM and e-CRM.
- To evaluate the overall impact of CRM on business.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction and Significance of Customer Relationship Management	20
Descriptors/ Topics	
<ul style="list-style-type: none">• Definition of CRM• Purpose and benefits of CRM,	

<ul style="list-style-type: none"> • Types of CRM • CRM Decisions • CRM Model • Understanding Principles of Customer Relationship • Relationship Building Strategies • Building Customer Relationship Management by Customer Retention • Stages of Retention • Understanding Strategies to Prevent Defection and Recover Customers. • CRM Applications 	
Module II CRM Process	20
<p>Descriptors/Topics</p> <ul style="list-style-type: none"> • Introduction and Objectives of a CRM Process • Key e-CRM and m-CRM features • The CRM cycle i.e. Assessment Phase • Planning Phase • The Executive Phase • Modules in CRM • 4C's (Elements) of CRM Process 	
<ul style="list-style-type: none"> • Module III Managing Customer Relationship 	20
<ul style="list-style-type: none"> • Descriptors/Topics • Introduction (Pre Industrial age, Industrial age , Service Economy age, Knowledge Economy Age), • Key Principles of Relationship marketing, • Managing the customer as an asset, • Customer Touch points • Customer privacy 	
Module IV : Managing different stages of CRM	
<ul style="list-style-type: none"> • Customer Acquisition Strategies, • Customer Retention Strategies • The add-on-selling, Customer Equity • Customer Metrics • Customer loyalty • Life time value • The value of measuring customer satisfaction, Conflicts and Customer Complaint Management 	20
Module V Issues and Challenges in Implementation of CRM	20

Descriptors/Topics	
<ul style="list-style-type: none"> • CRM Implementation Road Map, • CRM Roadblocks (4P's), • Potential Rewards from CRM Implementation • Future of CRM. 	

Pedagogy for Course Delivery: This class will be taught using a mix of theory and the case methods. All students must attend the two/three hour plenary lecture each week. This session will cover important course content and be illustrated by case examples. Lectures

- Case Study Discussion
- Group Discussion

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project/Assignment	Presentation/ participation	Class Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

1. William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert (2003). Customer Relationships Management. Wiley.
2. Mohammed, H. Peeru and a Sagadevan (2004). Customer Relationship Management. Vikas Publishing House, Delhi.

3. **Paul Greenberge (2005). CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill.**
4. **Alok Kumar, Chhabi Sinha, Rakesh Sharma, Customer Relationship Management – Concepts and Application 2009, Biztantra.**
5. **S.Shajahan Relationship Marketing 2009 Tata McGraw Hill**
6. **Ronald S, 2001, Accelerating Customer Relationships, Swift, PHI'**